



UTAH ARTS COUNCIL
Preparing for Your Exhibit
8/21/2007

(Presented by Joey Behrens and Amanda Finlayson)

- I. CONGRATULATIONS!
 - A. You can be excited about your exhibit. Celebrate.

- II. Get to know the gallery.
 - A. COMMUNICATE! Stay in regular communication with the gallery.
 - B. Clarify expectations on both ends. Ask questions.
 - 1. Who prepares the press materials?
 - 2. Who produces and prints the postcard?
 - 3. What commission of sales does the gallery take?
 - 4. Who purchases the food for the artist's reception?
 - C. Map out the physical space.
 - 1. Plan for the space that is available.
 - D. Pull time-lines together immediately.
 - 1. When does the gallery expect your finished work?
 - 2. When should you have your work ready for framing?
 - 3. Postcards – images and expectations.
 - a. Think about how involved you'd like to be in production.
 - 4. Press releases
 - 5. Writing and submitting your artist statement.
 - a. Write about why do you do what you do.
 - b. Take time to develop a clear statement.
 - c. Ask at least two people to proof read your statement.
 - d. Think about your audience. Don't be too esoteric.
 - 6. When to submit your work details for insurance, etc.
 - a. Consult the gallery's director on your prices if needed.
 - E. Be polite with all of the gallery's staff.
 - 1. Relationships are important in a small arts community

- III. Do what you say you'll do
 - A. Produce the work you have proposed to exhibit.
 - B. Meet the deadlines to which you have agreed.
 - C. Communicate in advance to set alternatives if needed.

- IV. Hanging the Exhibit
 - A. Who will hang the exhibit?
 - B. How do you want the exhibit laid out?
 - C. Be ready for a gallery's "no" to your hanging wishes.

- V. Artist's Reception
 - A. Go with food. It's an icebreaker.
 - B. Prepare yourself emotionally and physically.
 - C. Be there on time and stay for the duration.
 - D. Don't bring your own beverages.

- VI. Leave your work up for the duration of the exhibit.
 - A. Don't pick up your work early, before the show has actually ended.

Resources for Exhibit Preparations

WRITING ASSISTANCE

Community Writing Center
210 East 400 South, Suite 8
(Southeast corner of the Salt Lake City Library)
Salt Lake City, Utah 84111
(801) 957-4992
www.slcc.edu/locations/commwriting.asp

SOME LOCAL FRAMERS

Brushworks Gallery
160 East 800 South
Salt Lake City, Utah 84111
(801) 363-0600

Tanner Frames
230 South 500 West, #105
Salt Lake City, Utah 84101
(801) 483-2501

Alpine Mat Co.
235 West Plymouth Avenue (3750 So.)
Salt Lake City, UT
(801) 486-1191

Michael Berry Gallery & Custom Framing
163 East 300 South
Salt Lake City, Utah 84111
(801) 521-0243

Wasatch Frame Shop
1940 South 1100 East
Salt Lake City, Utah 84106
(801) 485-1353

A Gallery
1321 South 2100 East
Salt Lake City, Utah 84108
(801) 583-4800
www.agalleryonline.com

Phillips Gallery
444 East 200 South
Salt Lake City, UT 84111
(801) 364-8284
www.phillips-gallery.com

AN ARTIST STATEMENT (Bad Example)

S. O. Terrick

My exhibit attempts to address the ever-expanding ideals of human nature through a plethora of cultural products that combine past and present way of selling and manufacturing identities. We are bombarded by the corporate malady of consumption which degrades the human experience though implications of lost status structures within a society of terse interactions and misguided expectations.

My work itself seeks to expose the disenfranchising quality of commercial imagery that defines the context of how we form our own identity by the products we choose to emphasize through living the American Dream. This dream swirls with the paint on my canvases to depict mass-consumerism as a danger to the ideals of the artistic community by mere implication of the undervalued individual.

This exhibit places its meaning in the hands of the viewer in order to allow for complete submersion into the artistic realm of understanding so that we can become of one mind and soul within the gallery setting. It is my hope and the hope of my paintings that this will be accomplished through the viewing of a variety of interpretations of man-made exaggerations which establish a strong stance against the contemporary world of marketing.

S.O. Terrick graduated from Hogwash University with a BFA in Painting and went on to complete her MFA at George Gallipolis University in the U.S. Virgin Islands. S.O. now teaches Art & Esoteric Madness at the Utah Valley Regional Eastern State College and is currently working towards her Ph.D. in Diddlysquat.